

GOVERNOR DAVIS ANNOUNCES \$24.4 MILLION IN GRANTS TO IMPROVE TRAFFIC SAFETY IN CALIFORNIA

Governor Gray Davis recently announced the selection of 142 grants totaling \$24.4 million for cities, counties and state departments, designed to improve traffic safety in California through a variety of local and statewide programs. The newly funded grants, which include community-based organization outreach, occupant protection, roadway safety, alcohol and other drugs, emergency medical services, police traffic services, and pedestrian and bicycle safety, lend support to the Traffic Congestion Relief Plan Governor Davis introduced last year.

"These programs and so many others have helped California become a national bellwether for traffic safety," said Business, Transportation and Housing Secretary Maria Contreras-Sweet during a May 30 news conference at Sacramento's Ronald McDonald House. "In addition to being the first state to implement booster seat legislation, California recently earned the National Safety Council's only 'A' Grade for the highest seat belt use-rate in the

country." Secretary Contreras-Sweet noted that in February, California was graded the only "A" in the nation for its child occupant protection laws.

The Greater Sacramento Safe Kids Coalition, in conjunction with the California Highway Patrol, the Department of Health Services and the California Office of Traffic Safety, conducted a child safety seat demonstration following the news conference.

Of the \$24.4 million in grants, approximately \$1.9 million has been allocated to Northern California, \$2.5 million to the Bay area, \$804,000 to the Central Coast, \$1.2 million to Central California, \$1.1 million to the Inland Empire, \$2.8 million to Los Angeles/Orange counties, \$700,000 to San Diego/Imperial counties, and \$13.4 million for statewide programs.

The California Office of Traffic Safety will administer the grants through the Business, Transportation and Housing Agency to help improve and resolve traffic safety-related issues. The \$24.4 million includes a concentrated effort among numerous grants to educate the public



Secretary Maria Contreras-Sweet signs the \$24.4 million at the May 30 grant announcement event.

about correct child safety seat usage, including California's new booster seat legislation signed by Governor Davis, which takes full effect in January 2002.

Quick Facts - California Traffic Safety

- ☐ California has the highest child safety seat use rate in the nation at 92.6%
- ☐ California has an 88.9% seat belt usage rate - highest in the nation
- ☐ California was the first state to implement booster seat legislation

FLEX YOUR POWER ON GOVERNOR'S NEW WEB SITE

Go right to the source for the latest energy-related news and information out of the office of Governor Gray Davis by tapping into www.flexyourpower.ca.gov. This comprehensive web site provides valuable information for consumers, businesses and agricultural users about how to conserve energy, save money and even create their own electricity.

At www.flexyourpower.ca.gov, visitors will discover the rebate and incentive programs that are right for them. This includes Governor Davis' 20/20 Challenge, a special program designed to help consumers cut 20 percent from summer electricity bills in exchange for a 20 percent utility bill credit.

Users also will be able to calculate possible energy savings on major appliances in their homes and receive e-mail alerts on impending energy emergencies.

The web site also is a one-stop source for energy solutions that will enable consumers and businesses to "flex their power" by providing information ranging from energy bill assistance programs to forms for filing complaints against public utilities and carriers.

(continued inside)



2001 ENERGY REDUCTION AT OTS: 19 PERCENT

Energy-saving measures implemented at the Office of Traffic Safety (OTS) - from installing sunshades on windows to thermostat upgrades - have resulted in a 19 percent reduction in electricity use during the first six months of 2001.

The OTS achieved its energy-reduction milestones by installing new thermostats and locating them away from the sun to avoid affecting on/off cycling; replacing 22 outdated non-Energy Star(r) compliant PC systems with energy efficient LCD flat panel monitors; removal of 50 percent of florescent lighting tubes throughout the office; and the installation of tinted sunscreens in all office windows.

(continued inside)

director's Message

Traffic congestion relief is one of the Davis Administration's main transportation priorities, and rightly so in a state as populous as California. Experts predict California's population will reach 50 million by 2025. This means sharing our roads with even more vehicles, pedestrians and bicycles. It also means more traffic congestion and increased driver stress.



OTS Interim Director
Teresa Becher

Governor Davis is committed to doing something about traffic congestion relief. He demonstrated that commitment by allocating an unprecedented \$6.8 billion for transportation, including \$5.3 billion to fund his Traffic Congestion Relief Plan last year. Governor Davis' plan is a comprehensive investment in California's transportation system, aimed at relieving traffic congestion, improving the movement of goods, and strengthening the integration of highway and transit systems.

"People can't work if they can't get to work," the Governor has said. "For too long, political gridlock has prevented us from doing something useful about highway gridlock. This

commitment to transportation funds 206 local high-priority projects across the State, projects that will relieve congestion along our most crowded commuter corridors."

The \$24.4 million traffic safety grants awarded in May will continue to provide support for Governor Davis' Traffic Congestion Relief Plan. These grants, awarded by the Business, Transportation and Housing (BT&H) Agency and administered by the California Office of Traffic Safety, are integral to improving traffic safety and overall quality-of-life for all Californians. BT&H, OTS and its grantees are committed to carrying out Governor Davis' vision of a safe and efficient transportation system for all.

2001 ENERGY...

(continued from front cover)

These efforts drew plaudits from Maria Contreras-Sweet, Secretary of the California Business, Transportation and Housing Agency, which oversees OTS.

"OTS is to be commended for their energy-reduction strategies," said Secretary Contreras-Sweet. "During the first half of 2001, OTS used 10,440 kilowatt hours less than it did during the same period a year ago. This is an outstanding record."

Secretary Contreras-Sweet noted that the office's best monthly savings occurred in April 2001, when it registered a 41 percent reduction. In March, energy-savings measures were 39 percent.

As part of OTS management's incentive program to reward savings of 10 percent or more, the staff was treated to an employee barbecue, hot dog lunch, and ice cream social.

To further stimulate creative saving ideas, an employee energy suggestion box was placed in the break room. In February, representatives from the Sacramento Municipal Utility District gave a presentation to OTS staff on energy usage and conservation tips.

In addition, the OTS ensures that all lights are off in unoccupied areas, thermostats have been set to fluctuate between 68 and 78 degrees, and all PCs and monitors are set in a 5-minute sleep mode and turned off during lunch breaks.

FLEX YOUR POWER...

(continued from front cover)

The site also highlights unique programs such as the Power Walk program, which provides low-income households with free compact fluorescent lights, and the Peak Load Reduction program, which provides financial incentives for commercial, industrial and agricultural users. Information about new energy-saving products and services, links to relevant sites and practical tips to assist consumers and businesses in cutting electricity use are also featured.

The www.flexyourpower.ca.gov web site also provides visitors a forum to publicly declare their commitment to energy conservation and encourage others to cut their electricity use by at least 10 percent this summer by signing the "Flex Your Power Pledge." Sign on the pledge page now and help garner support for energy conservation in California.

California is experiencing great success in its conservation efforts. The Davis Administration announced on July 2 that state residents used 12.3 percent less electricity in June 2001 than a year earlier.

Warm Weather Tips

Don't let hot summer weather blow your energy-conservation goals.

- Turn Up Your Thermostat - Set your thermostat to 78 degrees when at home, 85 when away. Use ceiling and room fans.
- Use Your Appliances Wisely - Avoid running large appliances until after 7:00 p.m. Use the warm or cold setting on the washing machine,

skip the dryer and line dry clothes, run the dishwasher only when fully loaded and let dishes air dry.

- Invest in Energy Saving Devices or Practices - Buy a whole house fan and window shading. Replace your air conditioner and refrigerator with Energy Star(r) appliances. Seal ducts and increase attic insulation.

STATE OF CALIFORNIA

Gray Davis, Governor

BUSINESS, TRANSPORTATION AND HOUSING AGENCY

Maria Contreras-Sweet, Secretary

OFFICE OF TRAFFIC SAFETY

Teresa Becher, Interim Director

Chris Murphy, Deputy Director

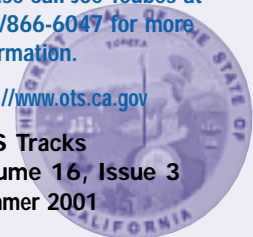
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OTS TRACKS is a quarterly newsletter published by the Office of Traffic Safety. Content and editorial control is maintained solely by the Office of Traffic Safety. OTS Tracks is published the first week of January, April, July and October. Story submissions will be accepted two months prior to publication. Please call Joe Toubes at 323/866-6047 for more information.

<http://www.ots.ca.gov>

OTS Tracks
Volume 16, Issue 3
Summer 2001



From the Secretary

Over the next decade California is expected to lead the nation in job, population and income growth. The Business, Transportation and Housing Agency is preparing today for the growth that will challenge all our infrastructure systems.

For the past two years, Lt. Governor Cruz Bustamante and I have co-chaired a commission charged by the Governor with developing an infrastructure investment strategy for California's future. The work of the 48-member Commission on Building for the 21st Century recently wrapped up and we'll be presenting a final report to the Governor later this summer. Our Agency will then conduct an aggressive educational effort to inform Californians on the state's infrastructure needs.

As the State Secretary for transportation, I can tell you that we are approaching California's transportation needs on many fronts: through highways, passenger rail, mass transit, improved land use planning and a concern for the environment we all share.

More than \$6.8 billion has been appropriated to relieve traffic congestion, improve goods movement and maintain local transportation systems. Of that total amount, \$5.3 billion is for the Governor's Traffic Congestion Relief Program to cut congestion and facilitate growth. The CHP, DMV, Caltrans and the Office of Traffic Safety are working in a cross-cutting manner within our Agency to assist me in meeting the Administration's transportation objectives.

As the State Secretary for housing, my goal is to ensure that

our economic prosperity is not derailed by a lack of housing for California's workforce. More than \$400 million has been added to the state's budget for housing. This augmentation - the first for housing in more than a decade - is being put to use by me with assistance from the Department of Housing and Community Development, Department of Real Estate, and the California Housing Finance Agency.

Most of California's anticipated growth in housing is expected to take place in metropolitan areas where businesses share space with city neighborhoods. The Governor's new Downtown Rebound program encourages creative and innovative use of land in these areas, such as adapting non-residential buildings into safe housing mixed with commercial uses. As the State Secretary for business regulation, I take pride in protecting the people who live in these communities. We are protecting them through the business regulation efforts of our departments - the Department of Alcoholic Beverage Control, Department of Corporations, Department of Financial Institutions, Department of Managed Health Care, the Office of Patient Advocate, and the Office of Real Estate Appraisers.

The 47,000-plus employees of the Business, Transportation and Housing Agency are to be commended for helping us take the steps that will improve the daily lives of all Californians. Through our efforts, traffic on freeways will move faster, water and energy will be more plentiful, schools will be better, and more residents will be able to afford a home. That's what I call a Golden State.

and trends

□ The National Automotive Sampling System (NASS) implemented by the National Highway Traffic Safety Administration (NHTSA) conducted a sampling of traffic crashes nationwide to determine specific driver behaviors that led to traffic collisions. Causal assessments of 1,239 (96.5 percent) of the drivers in the sample revealed that 59.7 percent of the time drivers themselves were the reasons for the crashes. The most dominant cause (22.7 percent) was driver inattention. Other highly rated causes according to the study included vehicle speed, alcohol impairment and perceptual errors. For a copy of the study, write to the Office of Research and Traffic Records, NHTSA, NTS-31, 400 Seventh Street, SW, Washington, DC 20590 or fax 202/366-7096.

□ Though national seat belt use rose from 69 to 71 percent in 2000, a new study by the National Highway Traffic Safety Administration (NHTSA) shows that use varies widely depending on vehicle type and the strength of state seat belt laws. NHTSA's National Occupant Protection Use Survey determined there were significant regional differences, with Western motorists registering the highest rate of belt use in the nation (80 percent) and the Northeast the lowest (67 percent). Seat belt use in the Midwest was 68 percent and in the South 69 percent. The study found an average of 74 percent of car occupants used seat belts, while pickup truck drivers and passengers together averaged 59 percent, and sport-utility vehicles and van occupants combined averaged 74 percent use. Overall, drivers were more likely to use belts (72 percent) than passengers (68 percent). For more information on the study visit the NHTSA web site at www.nhtsa.dot.gov.

OTS SCORES WITH SPORTS MARKETING PROGRAM

The California Office of Traffic Safety (OTS) has teamed with the California Highway Patrol (CHP) to forge numerous partnerships with professional sports teams and universities through its sports marketing program. Such partnerships are highly effective in delivering traffic safety messages to a wide-ranging audience at a minimal cost to OTS.

Started in 1995, the program initially targeted males aged 21-34, a group that is over-represented in alcohol-related traffic collisions and arrests. The message of the early effort was "Don't drink and drive." Now expanded to include families, a group where occupant protection

Grizzlies, Anaheim Angels, San Diego Padres and San Diego State University Aztecs. OTS' sports marketing partnerships consist of television and radio public service announcements, stadium announcements, web site links, newspaper inserts, "Traffic Safety Night" events and much more.

In the past five years, 22 public service announcements have been produced and aired and teams across the State have hosted 18 Traffic Safety Days as part of the California Office of Traffic Safety's sports marketing program. Last year more than two million people heard traffic safety messages at sporting venues between May and October and it's estimated that more than 10 million people have heard these messages at sporting venues since the program began in 1995. In addition, the California Office of Traffic Safety's sports marketing program earned a grand prize in the "Best Bang for the Buck" category at

the 2000 State Information Officers Council awards luncheon.

In April 2001, over 300,000 NASCAR fans at the California Speedway in Fontana heard more than the roar of



Samples of the many giveaways provided to the crowd at the California Speedway

racecar engines, they heard life-saving traffic safety messages too. Throughout the Auto Club 300 and Napa 500 races, California Office of Traffic Safety staff distributed traffic safety brochures and giveaways with traffic safety messages while talking with fans about new child passenger safety laws and the dire consequences of driving under the influence (DUI).

Traffic Safety Nights are planned through late October of this year with the Padres, the Modesto A's, San Francisco Giants, the River Cats, Angels, Aztecs and the California State University at Sacramento Hornets.

"Our sports marketing program's Traffic Safety Nights encourage and promote traffic safety messages to young men and families in a fun and non-threatening environment," said Teresa Becher, OTS Interim Director. "We're able to get out simple reminders like 'buckle up' and 'don't drink and drive,' directly to our target audiences that they can take on the road with them."



OTS and CHP staff greet racing fans at the California Speedway

and child passenger safety are key issues, the program has added another message, "Buckle up."

Some of the teams with which OTS has partnered include the Sacramento River Cats, Fresno



GRANTEES ON THE MOVE

"SCREECH"-ING INTO TRAFFIC SAFETY

S-C-R-E-E-C-H...you probably know the sound. It's that eerily ominous chord that is all too often followed by a loud crashing noise, conjuring up images of dented fenders, shattered windshields or worse. The **"S-C-R-E-E-C-H" Skid Banner** is designed to prevent both the gut-wrenching sound and the often unfortunate aftermath by teaching drivers and pedestrians about driving speed and braking distances.

Developed by Fred Lynch, a Fire Prevention Specialist with the Corona Fire Department, who also taught pedestrian safety, and Dennis Hall, California Office of Traffic Safety Inland Empire Regional Coordinator, the **"S-C-R-E-E-C-H" Skid Banner** provides a safe, easily transportable teaching mechanism for adults and children to learn about braking distances. Through the **"S-C-R-E-E-C-H" Skid Banner**, children benefit from learning that a car or motorcycle cannot instantly stop. The banner helps show the danger of darting out into roadways and demonstrates that vehicles skid if brakes are abruptly applied. For adults it's a subtle reminder that they do not want to "SCREECH" to a halt when braking and to keep speeds down to safe limits when around children.

The **"S-C-R-E-E-C-H" Skid Banner**, a two-by-40-foot, durable, waterproof banner that can be prominently displayed across roadways, on buildings, and in school gymnasiums or cafeterias, captures the immediate attention of adults and children. It is boldly imprinted with the word "S-C-R-E-E-C-H !!!" and accented with the traffic safety message "IT TAKES A CAR ABOUT THIS FAR TO STOP...BE CAREFUL!" The message covers a distance of 35 feet further demonstrating the average

distance it takes for a vehicle to come to a complete stop.

"The banner is a great supplement to almost any existing traffic safety program," said Hall. "Pedestrian or bicycle safety, teen driver outreach, anti-DUI and occupant protection programs - all can incorporate this banner into their programs."

Prior to the development of the **"S-C-R-E-E-C-H" Skid Banner**, fire or law enforcement vehicles would drive in front of a crowd and slam on the brakes to come to a full stop. In doing so, the tires belched smoke, the burning rubber screeched and the brakes squealed. Everyone observing the demonstration would get the clear message that it takes several yards for a moving car to stop, even at slower residential speeds, and the length of the fresh skid marks would reinforce that message.

Though an effective means of showing drivers and pedestrians that cars cannot stop on a dime these types of demonstrations had a number of limitations. The demonstrations contributed to wear and tear on vehicles - a costly venture - and they could only be conducted at outdoor venues and in front of audiences of up to 50 people for maximum cost-effectiveness. The **"S-C-R-E-E-C-H" Skid Banner** provides an effective substitute and allows hundreds and thousands of people to experience and absorb its traffic safety message. The banner is supported by media relations outreach which increases the number of people exposed to its messages through newspaper articles, Internet web page images, and radio and television coverage.

"People have negative associations with the 'screech' sound for good reasons," said Hall. "We want to use the banner to reinforce those associations - this encourages people to

drive and walk reasonably and to do everything possible to avoid that horrific 'screech' sound."

The community response to the cleverly designed and visually appealing banner has been positive. People take note of the banner and the simple message it conveys.

Currently, at least five California Office of Traffic grantees are using the **"S-C-R-E-E-C-H" Skid Banner**, the Mammoth Lakes Police Department, Fontana Police Department, Ontario Police Department, Corona Police Department and Palm Springs Traffic Engineering Department.

OTS WEB SITE UPGRADES

The California Office of Traffic Safety continues to keep its Web site (www.ots.ca.gov) relevant and up-to-date with new features for visitors to check out. Now visitors can link to the "Flex Your Power" page, which includes energy tips for Californians during our energy crisis. These helpful tips will help Californians conserve energy through summer months when energy needs rise with the temperatures.

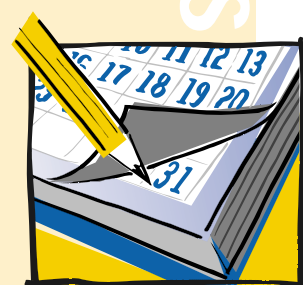
There also is new information on the California Office of Traffic Safety's Sports Marketing Program. (see inside story)

Coming soon is a new California Office of Traffic Safety site for children. The new site targets children and teens with traffic safety information and facts tailored to their needs and interests. The site will include a fun and information packed interactive game involving the California Highway Patrol mascot, "Chipper."

CALIFORNIA OFFICE OF TRAFFIC SAFETY

WHAT'S

AHEAD



Aug. 25-Sept. 1

Truck Driver Appreciation Week,

Contact: Network of Employers for Traffic Safety (NETS), 202-452-6005 or www.trafficsafety.org

Aug. 26-29

AAMVA Annual International Conference Nashville, Tenn.

Contact: 703/522-4200 or www.aamva.org

Aug. 30

California State Fair/Law Enforcement Day Sacramento, Calif.

Contact: Janet Lane, 916-262-0980 or www.ots.ca.gov

Sept. 10

Traffic Victims Remembrance Day San Diego, Calif.

Contact: CAL NETS, 619/594-0164 or
<http://kahuna.sdsu.edu/~sarkar.calnets.html>

Sept. 10-14

Drive Safely Work Week

Contact: NETS, 202/452-6005 or www.trafficsafety.org/

Sept. 23-29

National Stop on Red Week

Contact: Federal Highway Administration, www.fhwa.dot.gov

October

California School Bus Safety Month

Contact: CHP, 916/657-7202 or www.chp.ca.gov

For events through the remainder of the year, check a complete calender at www.ots.ca.gov/talk/calender.pdf



**CALIFORNIA OFFICE
OF TRAFFIC SAFETY**

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